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FOR IMMEDIATE RELEASE
September 1, 1994

Contact: Mike Freedman or
Sam Silverstein
(202) 994-6460

GW INTRODUCES WORLD CLASS CAMPUS DINING SERVICE

'J Street' Food Concourse Is First-Of-Its-Kind On An American College Campus

Washington, D.C. -- This is definitely not your parents' college cafeteria!

As the fall semester gets underway, students, faculty and staff of The George Washington University are exploring "J Street," a brand new, first-of-its-kind campus dining environment that offers a wide array of freshly prepared foods in a spectacular setting in the University's Marvin Center (800 21st Street, NW).

Named for the Washington street that isn't, the extraordinary \$4.6 million J Street concourse is quite unlike any other college dining hall in the country. It features a multitude of dining options within a framework of seven themed restaurants -- with meals prepared in full view of the customers.

"The opening of J Street is a proud accomplishment for all of us at GW," said Marvin Center Director Steven Sitrin. "It also marks the on-time completion of the first phase of the evolution of the Marvin Center into a state-of-the-art facility to serve GW students into the next century."

The project was coordinated and funded by ServiceMaster Management Services, L.P., the University's food service contractor. GW personnel worked closely with ServiceMaster to ensure the new facility would meet the expectations of the GW community.

In fact, GW students, faculty and staff played a significant role in the selection of trendy foods and the unique seating areas by participating in focus groups and surveys conducted by the University. As a result, J Street designers were able to pinpoint the needs and desires of the GW community in creating a cutting-edge, custom-designed dining center.

(more)

J Street features several branded concepts, including Bernie's Beef & Barbecue, Panda's Rice Bowl oriental food and Nathan's Famous frankfurters. Diners have a wide choice of unique areas in which to eat, including a table-service diner that will be open 24 hours on Thursdays, Fridays and Saturdays. Much of the rest of J Street will remain open until midnight and beyond to serve the GW campus.

"J Street is not just a place for people to go because it is convenient," said George Cushman, ServiceMaster's general manager of GW Dining Services. "We want it to be the preferred choice. It is designed to cook today's menus and reflect today's eating habits."

J Street's intimate seating areas each reflect the type of cuisine served at adjoining restaurants. "Columbian Square," the largest dining area, is themed in the rich oak of the collegiate tradition and features tabletops inlaid with photographs depicting the University's history. The seating areas also feature a sophisticated audio and video system and can easily be configured to accommodate special events.

The food concourse is the centerpiece of a new campus dining program in which students may tailor their meal plans to their own schedules and tastes by choosing various combinations of unlimited dining and Colonial Cash (a cash equivalent system included in meal plans). Students have the option of redeeming a prepaid meal in J Street and selecting items from the themed eateries or having meals in GW's more traditional all-you-can-eat dining center located in Thurston Hall.

"This new dining program offers our students unmatched flexibility and quality," said LeNorman J. Strong, GW executive director for campus life. "Combined with the opening of J Street, it heralds a new era in campus dining."

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FOR IMMEDIATE RELEASE
September 7, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

**"THE PIANO" COMPOSER MICHAEL NYMAN TO PERFORM AT
GW'S LISNER AUDITORIUM OCTOBER 12**

**Lisner Weds Upcoming Performance with Free Viewing of *The Piano*
and Discussion with Film Expert Eddie Cockrell Oct. 6**

EVENT: The George Washington University's Lisner Auditorium presents MICHAEL NYMAN with the MICHAEL NYMAN BAND performing "The Piano" and other original Nyman compositions.

The program includes: selections from the score for Peter Greenaway's film *The Draughtsman's Contract*, "Chasing Sheep is Best Left to Shepherds," "Queen of the Night" and "An Eye for an Optical Theory"; from *Zoo Caprices*, a virtuoso work for solo violin derived from his film score *A Zed and Two Noughts*, "Prawn Watching" and "Time Lapse"; and "Water Dances" or "And Do They Do." The second half of the program includes music from *The Piano*.

In a unique preview event, Lisner is offering a free screening of the film *The Piano* followed by a discussion at Lisner Auditorium on Thursday, October 6 at 7:00 p.m. Eddie Cockrell, executive director of The Americas Film Festival, will lead the exchange.

WHEN: Wednesday, October 12, 1994 at 8:00 p.m.

WHERE: The George Washington University's Lisner Auditorium 21st and H Streets, N.W., Washington, DC
(Three blocks from Foggy Bottom metro.)

COST: Tickets are \$22; \$12 with GW ID. Tickets may be obtained from GW's Lisner Auditorium (202)994-6800 and GW's Marvin Center Box Office; all Ticket Master locations and PhoneCharge (202)432-SEAT or (301)808-6900; and Lammas and Lambda Rising Bookstores.

Background:

MICHAEL NYMAN is a composer in demand, yet his position in new music today remains controversial. There can be no other composer alive who inspires simultaneously such devotion and antagonism, in equal measure. Nyman is a man of impeccable musical credentials -- scholar, writer, critic, performer as well as composer. He is also a man of wit -- wit that offers a haven of ambiguity from today's demand for easy labeling.

Nyman was born in London on March 23, 1944. His musical background was conventional -- studies at the Royal Academy of Music and King's College, London, but with less than conventional teachers, namely, the communist composer Alan Bush and the distinguished musicologist of English rounds and canons, Thurston Dart. These were to be influential, not only for their construction with repetitive, contrapuntal lines over harmonic modules, but for their ambiguity in being at the same time popular and serious. Dart also supported Nyman's interest in folk music, encouraging him to visit Romania to carry out research.

In common with many composers today -- Steve Reich, Philip Glass, Louise Andriessen and writers of jazz and popular music -- Nyman has written extensively for his own group, not merely to give it music to play, but also to unite a group of musicians who were as interested as he in breaking down the barriers between serious and popular culture.

At first hearing, the Nyman style -- simple tunes and chord progressions, an insistent beat, repeated notes and loud dynamics -- relates to pop music. But Nyman owes much to the English experimentalists, in particular John White and John Cage, who, as Nyman remarked, gave permission for the music of the past to be treated as a resource, as a raw material to be used in any way, allowing, for instance, a single phrase to be put under a microscope and enlarged into a composition. (Nyman discussed this foundation for musical creativity and the aesthetics of John Cage in his book "Experimental Music: Cage and Beyond," 1974.)

The score for Peter Greenaway's film *The Draughtsman's Contract* (1982), which brought Nyman his first major success, draws solely on the music of Henry Purcell. This important collaboration with Greenaway, which began in 1977, established Nyman's reputation as a composer of film music, but perhaps led to a distorted overall view of his output. No doubt this is because the numerous film scores and recordings of them have reached a vast and enthusiastic international public and catapulted him to cult status. But Nyman is extraordinarily prolific in other areas, notably opera, chamber music, vocal music and dance scores.

Nyman's musical versatility is reflected in his work: the chamber opera "The Man Who Mistook His wife for a Hat" (1986) is based on a true case study by the neurologist, Dr. Oliver Sacks; in "In Re Don Giovanni" (1976) and "I'll Stake My Cremona to a Jew's Trump" (1983) Nyman relies on Mozart to provide a rich source for his compositions; "String Quartet No. 2," in six movements, was commissioned in 1988 as a work for the Indian dancer and choreographer, Shobana Jeyasingh; "Out of the Ruins," a choral work composed in 1989 for a BBC-TV documentary about the devastation caused by the earthquake in Armenia, uses a simple asymmetric dirge-like melody to set a text drawn from a 10th century Book of Lamentations; "The Fall of Icarus" (1989) is a large-scale dance work undertaken with the Belgian choreographer Freder Flamand and Italian video sculptor Fabrizio Plessi; and for Prospero's Books, Greenaway's fantasy of Shakespeare's The Tempest, Nyman produced a beautiful original score using three female singers drawn from three different traditions -- opera, rock and cabaret.

The German cabaret singer, Ute Lemper, well-known as an interpreter of Kurt Weill, took the part of Ceres in Prospero's Books, and it was for her that Nyman wrote his searing "Six Celan Songs" (1990), from the poems of Paul Celan. Nyman set the poems in German, to the instrumental accompaniment of his own ensemble. Released as a record in 1991, "Songbook" featured Lemper singing the "Six Celan Songs," "Ariel Songs" (from Prospero's Books), as well as musical works based on Mozart and Rimbaud. Nyman feels the collaboration with Lemper represents his best work yet. (Ute Lemper will appear at Lisner Auditorium on Sunday, November 13, 1994.)

Nyman's biggest commercial success to date has been his original soundtrack for Jane Champion's film *The Piano*. "I was unsure as to how precisely to pitch the style: it had to be a 'possible' mid-nineteenth century music but not as pastiche and obviously written in 1992," said Nyman. "But then I had the perception that, since Ada was from Scotland, it was logical to use Scottish folk and popular songs as the basis for our music. Once I hit on that idea the whole thing fell into place."

Praised for its sensuality, sensitivity and emotional power, *The Piano* soundtrack was nominated for a Golden Globe award in late 1993. It is also the only Nyman release which was charted in the Billboard 100, and Virgin Records expects to sell over a million copies, which would make it Nyman's first "gold record."

Works written in the last few years suggest that Nyman is in a fertile period of composition, searching out new ways to develop and express his consummate musicality.

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MEDIA CONTACT: Shawn Tate
(202) 994-6467

**CHANTEUSE UTE LEMPER PERFORMS PIAF, DIETRICH AND WEILL AT
GW'S LISNER AUDITORIUM NOVEMBER 13**

EVENT: The George Washington University's Lisner Auditorium presents UTE LEMPER in concert performing Edith Piaf, Marlene Dietrich and Kurt Weill.

When German chantuese UTE LEMPER sings, she conjures the smoky, sexy European cabarets of a bygone era. She does so, not by borrowing from legends of the past, but by exercising an abundant talent and a singularly engaging personality.

After her Bravo special, "Ute Lemper Sings Kurt Weill," she was described as a great entertainer, worthy of mention in the same breath as Minnelli and Streisand. Lemper recently collaborated with Michael Nyman, who appears at Lisner on October 12.

WHEN: Sunday, November 13, 1994 at 8:00 p.m.

WHERE: The George Washington University's Lisner Auditorium 21st and H Streets, N.W., Washington, DC
(Three blocks from Foggy Bottom metro.)

COST: Tickets are \$22.50; \$12 with GW ID. Tickets may be obtained from GW's Lisner Auditorium (202)994-6800 and GW's Marvin Center Box Office; all Ticket Master outlets and PhoneCharge (202)432-SEAT or (301)808-6900; and Lammas and Lambda Rising Bookstores.

Background:

UTE LEMPER

At first glance, one might be reminded of a young Lauren Bacall or Marlene Dietrich. Watching her dance, one might imagine the high-stepping elegance of Cyd Charisse. And when she sings, one hears legendary styles reimagined with unparalleled artistry.

The German-born chanteuse has emerged as an internationally celebrated musical star within a few short years. Her phenomenal recording success began in 1989 when she hit #1 on Billboard's cross-over chart and remained there for many weeks with her acclaimed album, "Ute Lemper Sings Kurt Weill" (London Records). The album featured her striking renditions of several well-known and lesser-known masterpieces by Weill. She continued her series of Weill releases in 1991. In 1993, Lemper released "Kurt Weill Songs, Vol. II," which like its predecessors, worked its way up the cross-over chart. In 1993, she also released the record, "Illusions," her personal interpretation of Edith Piaf and Marlene Dietrich songs. "Illusions" spent more than 15 weeks at the top of the charts and became the best-selling cross-over album for the year.

Although Lemper has enjoyed her greatest commercial success with her Weill, Piaf and Dietrich interpretations, she is also well-known for many other aspects of her performing career. She is an accomplished actress. She made her film debut in 1991 playing haughty Queen Marie Antoinette in the French production of *L'Austrichienne*. That same year she worked on two additional French films, *Pierre Qui Biule*, a contemporary political film, and *Jean Galmot*, a 19th-century adventure. She also appeared in Peter Greenaway's *Prospero's Books*, and is presently working with acclaimed director Robert Altman on his new work about the fashion industry, *Pret A Porter*.

Lemper has also worked extensively on stage. Her first important role was in the Viennese production of Andrew Lloyd Weber's *Cats*. For a year, she alternated between the roles of Grizabell and Bombalurina. Next, she took on the title role in the Berlin production of *Peter Pan*. It was at this time, in the mid-'80s, that Lemper began to receive critical raves for her leading roles in these European productions; she was still in her early twenties. She later portrayed Sally Bowles in *Cabaret* and Lola in the *Blue Angel*. In addition to her singing and acting, she performed as a principal dancer in a ballet created for her by noted choreographer Maurice Bejart entitled "*La Morte Subite*." The work premiered in Paris and continued on to Germany.

The daughter of a banker father and an opera singer mother, Lemper grew up listening to American jazz and pop music. At an early age, entranced by the prospect of an entertainment career, she began to study piano, voice and ballet. She started her stage career working in jazz and piano bars at the age of fifteen singing standards like "Lullaby of Birdland" and "Night and Day." She soon became intensely interested in acting as well and spent two years at the Staatstheater Stuttgart performing in works by

Fassbinder and Chekhov. She also trained in classical theater at the prestigious Max Reinhardt Seminar in Vienna.

But it is Lemper's singing career which has brought her the most attention. In addition to her Weill, Piaf and Dietrich recordings, she released a pop album, "Crimes of the Heart" (CBS Records), in 1991. She also collaborated with composer Michael Nyman to record "Songbook." The lyrics are based on different classic poems by famous authors including Paul Celan, Arthur Rimbaud and William Shakespeare. "Songbook" is a departure from Lemper's usual repertoire -- she credits Nyman with pushing her to new creative heights (he called her "a guided missile in need of direction"). CD Review put "Songbook" "among the most original and most deeply satisfying vocal recordings of the last ten years." Lemper considers it her most interesting recording to date.

Lemper's live performances across Europe and North America have brought her glowing coverage in publications such as *Time*, *People*, the *New York Times* and virtually every important French, Italian, British, Spanish and German publication and newspaper.

In the last two years, Lemper reached new artistic goals. She toured with Michael Nyman performing works from "Songbook." She performed at La Scala in Milan in homage to Cathy Berberian. She had her debut at the London Symphony with Kent Nagano conducting. She received a warm reception from the press for the first exhibition of her oil paintings in Paris.

London Records will release her new record in 1994.

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FOR IMMEDIATE RELEASE
September 9, 1994

CONTACT: Karen Sibert
202/994-9023

-- MEDIA ADVISORY --

AMERICA'S FIRST LADIES COME TO GW THIS FALL

Unique course combines weekly panel discussions and personal appearances by Barbara Bush, Rosalyn Carter, Nancy Reagan and First Lady Hillary Rodham Clinton

EVENT: A 12-week course on "The President's Spouse," which examines the role of the First Lady in American history and politics. The program features "Evenings with the First Ladies," a series of individual personal appearances by **Barbara Bush, Nancy Reagan, Rosalynn Carter** and, subject to availability, **Hillary Rodham Clinton**, as well as weekly panel discussions with guest speakers.

Scheduled guest speakers include:
Letitia Baldridge, chief of staff to Jacqueline Kennedy
Liz Carpenter, press secretary to Lady Bird Johnson
Ann Compton, correspondent for ABC News
Susan Ford, daughter of Betty Ford
Luci Baines Johnson, daughter of Lady Bird Johnson
Edith Mayo, curator of First Ladies exhibit at the Smithsonian Institution
Ron Nessen, press secretary to President Gerald Ford
Pierre Salinger, press secretary to President John F. Kennedy

WHEN: September 13 - December 3, 1994
7:00 - 9:00 p.m.

"Evenings With the First Ladies"
September 20 - **Nancy Reagan**
October 4 - **Barbara Bush**
October 25 - **Rosalynn Carter**
November 29 - **Hillary Rodham Clinton** (date subject to availability)

WHERE: Stouffer Mayflower Hotel
1127 Connecticut Avenue, NW
Washington, D.C.
Farragut North Metro (Red line). Parking is available
at 1725 DeSales Street, NW at a cost of \$5.

Background:

Course instructor Carl Sferrazza Anthony is a leading expert on American First Ladies. He is the author of the two-volume political and social history, "First Ladies: The Saga of the Presidents' Wives and Their Power, 1789-1991," the first comprehensive look at the subject and only media project on which all of the living First Ladies have cooperated.

Renowned for his expertise and scholarship, Anthony has served as a special consultant to the Smithsonian Institution's newly reconceptualized First Ladies exhibit. In 1985-86, he was a speechwriter for First Lady Nancy Reagan. He has also served as the official chronicler for three Presidential Inaugural Committees and was a special consultant to the White House Preservation Fund. His articles have appeared in *The Washington Post*, *The New York Times*, *The Los Angeles Times*, *Town and Country*, *Vanity Fair* and elsewhere, and he has appeared as a guest commentator on NBC, ABC, CBS, CNN and PBS.

MEDIA INTERESTED IN COVERING FULL 12-WEEK COURSE OR
"EVENINGS WITH THE FIRST LADIES" SHOULD CONTACT KAREN SIBERT
IN THE GW PUBLIC AFFAIRS OFFICE, 202-994-9023.

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FOR IMMEDIATE RELEASE
Sept. 13, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Department of Music
(202) 994-6245

**GW'S FACULTY ARTIST SERIES PRESENTS FLUTIST LYNN HERTEL AND
PIANIST MALINEE PARRIS OCT. 17**

EVENT: The George Washington University Department of Music's Faculty Artist Series presents LYNN HERTEL, flute, and MALINEE PARRIS, piano.

The program will include Franz Schubert's *Introduction and Variations on a Theme from the "Müllerlieder," Op. 25*; Franz Liszt's *Two Legends*; Jennifer Higdon's *Rapid Fire for Unaccompanied Flute*; and Claude Bolling's *Suite for Flute and Piano*.

WHEN: Monday, Oct. 17, 1994
7:30 p.m.

WHERE: Dorothy Betts Marvin Theatre
800 21st Street, NW
Washington, DC
(Discounted parking is available on the night of the performance in the Marvin Center Garage.)

COST: \$5 General Admission
\$3 GW Faculty, Alumni and Staff
\$1 GW Students and Senior Citizens

For more information, please contact the GW Department of Music at (202) 994-6245.

Background:

LYNN HERTEL is an active chamber musician, performing as part of both the Duo Concertante and the Dolce Duo. Among her freelance credits are appearances at The White House, The Kennedy Center's Terrace Theater, the Smithsonian and Dumbarton Oaks. Hertel is also an orchestral flutist and soloist, having performed with The Washington Chamber Orchestra, the Washington Pro Musica and the Joel Lazar Festival Orchestra.

MALINEE PARRIS, a native of Sri Lanka, has made concert appearances throughout the world, and has performed with the National, Baltimore and Houston Symphony Orchestras, as well as with orchestras in Europe, Israel and Australia. In February of 1993, she was awarded the highest national honor, bestowed by the President and Government of Sri Lanka, in the field of art and culture -- the title of "Kala Keerthi."

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MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Judy Annis
(202) 994-6178

**GW OPENS 94-95 SEASON WITH JOHN PIELMEIER'S
"AGNES OF GOD" OCT. 6 - 9**

EVENT: The George Washington University Department of Theatre and Dance presents "AGNES OF GOD," by JOHN PIELMEIER.

In "AGNES OF GOD," a court appointed psychiatrist is asked to determine the sanity of a young nun accused of murdering her own baby.

Directed by NATHAN GARNER, the production includes: DEIRDRE BUTLER as Agnes; NOEL TRUE as Doctor Martha Livingstone; and RACHEL LESLIE as Mother Miriam Ruth.

The playwright, John Pielmeier, received his B.A. in speech and drama at The Catholic University of America in Washington, D.C., and his M.F.A. in playwriting at Penn State University.

WHEN: Thursday - Saturday, Oct. 6 - 8 at 8 p.m.
Sunday, Oct. 9 at 2 p.m.

WHERE: The George Washington University
Marvin Center Theatre
800 21st Street, NW
Washington, DC
(Two blocks from Foggy Bottom metro.)

COST: \$8 General
\$5 Students/Senior citizens
For ticket information, call (202) 994-6178

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MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Department of Music
(202) 994-6245

GW'S DEPARTMENT OF MUSIC PRESENTS A PROGRAM OF
CONTEMPORARY SPANISH MUSIC WITH SPECIAL GUEST ARTISTS TENOR
RICARDO VISUS and PIANIST LUCETTA MARTY OCT. 14

EVENT: The George Washington University Department of Music in cooperation with The Program for Cultural Cooperation Between Spain's Ministry of Culture and United States Universities presents special guest artists RICARDO VISUS, tenor, and LUCETTA MARTY, piano.

Visus will present contemporary Spanish music as well as selections from the Renaissance and Sephardic traditions. The program will include works by Pisador, De Laserna, Obradors, Nin, Sorozábal, Rodrigo, De Falla and Turina.

WHEN: Friday, Oct. 14, 1994 at 8:00 p.m.

WHERE: Dorothy Betts Marvin Theatre
800 21st Street, NW, Washington, DC

COST: Free and open to the public.

Background:

RICARDO VISUS was born in Navarra, Spain. He began his musical studies at the Conservatorio Pablo Sarasate and continued his studies at the Royal Conservatory of Music in Madrid, under Angeles Ottein. In 1960 he went to Milan with a J. March Award, and in 1962 was awarded the Gold Medal at the G.B. Viotti International Awards in Vercelli, Italy, competing against more than 100 performers from 22 countries. Visus has sung the principal operas of the Italian and Spanish repertoire in performances in Italy, Spain, Argentina and the U.S. He performed as a soloist in several oratorios under the direction of Carlos Chavez, Igo Markevitch, Odon Alonso, Theo Alcantara, Lopen Cobos and Calderon. He was a tenor soloist for two years with the Spanish National Lyric Company, and in 1972 came to the U.S. and joined the staff of Moorhead State University, where he taught voice and, currently, directs opera studies.

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MEDIA CONTACT: Shawn Tate
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PUBLIC CONTACT: Department of Music
(202) 994-6245

GW'S FACULTY ARTIST SERIES IN COOPERATION WITH THE MONDAY NIGHT
MUSICALES PRESENTS CELLIST LORI BARNET AND
PIANIST ROBERT PARRIS OCT. 16

EVENT: The George Washington University Department of Music's Faculty Artist Series presents LORI BARNET, cello, and ROBERT PARRIS, piano.

The program will include *Twelve Variations on "See the conq'ring hero comes"* from Handel's *Judas Maccabeus*; WoO 45 by Ludwig van Beethoven; *Sonata for Piano and Cello in E minor, Op.38* by Johannes Brahms; *Chaconne* by Frank Martin; *Sonata, Op.4* by Zoltán Kodály; and *Polonaise-Fantasy, Op.61* and *Polonaise Brillante, Op.3* by Frédéric Chopin.

WHEN: Sunday, Oct. 16, 1994
4:00 p.m.

WHERE: Dorothy Betts Marvin Theatre
800 21st Street, NW
Washington, DC
(Discounted parking is available on the night of the performance in the Marvin Center Garage.)

COST:
\$5 General Admission
\$3 GW Faculty, Alumni and Staff
\$1 GW Students and Senior Citizens

For more information, please contact the GW Department of Music at (202) 994-6245.

Background:

LORI BARNET is a committed performer of contemporary repertoire, and in that capacity has been cellist with Penn Contemporary Players (Philadelphia), Orchestra 2001 (Swarthmore,

PA) and the Contemporary Music Forum (Washington, DC). She has premiered numerous compositions and has served as a consultant to several composers on writing for stringed instruments. Barnet serves as principal cellist of the National Chamber Orchestra and of the Alexandria Symphony.

ROBERT PARRIS is a composer, pianist, harpsichordist and sometime music critic. Several of his works have been played by the National Symphony Orchestra under Mstislav Rostropovich, the most recent being his *Symphonic Variations* (1987).

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FOR IMMEDIATE RELEASE
September 15, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Janet Blyberg
(202) 994-8401

**GW'S COLONNADE GALLERY PRESENTS "THE UNIVERSITY FAMILY"
SEPTEMBER 22 - OCTOBER 28**

EVENT: The George Washington University Colonnade Gallery is pleased to present "THE UNIVERSITY FAMILY."

Held in conjunction with the University's Family Weekend, this annual exhibit celebrates the creative endeavors of The George Washington University students, staff, faculty and alumni. Works submitted will include photography, drawing, painting, printing, design and ceramics. Prizes will be awarded to outstanding student work.

"The University Family" is co-sponsored by the Program Board and the Marvin Center Governing Board.

For additional exhibit information, contact Janet C. Blyberg, Colonnade Gallery coordinator, at (202) 994-8401.

WHEN: Sept. 22 - Oct. 28, 1994
Seven days a week, 8 a.m. to midnight
Reception: Saturday, Oct. 15, 2 to 4 p.m.

WHERE: The George Washington University Colonnade Gallery
Marvin Center, third floor
800 21st Street, NW, Washington, D.C.
(Two blocks from Foggy Bottom/GW Metro)

COST: Free and open to the public

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FOR IMMEDIATE RELEASE
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MEDIA CONTACT: Karen Sibert
202/994-6460
PUBLIC CONTACT: John Rosser
202/994-1449

**LOCAL SCHOOL SUPERINTENDENTS ADDRESS PROBLEMS OF URBAN AND
INNER CITY SCHOOLS AT GW PUBLIC COLLOQUIUM SEPT. 20**

EVENT: First in 1994-95 series of public colloquia presented by The George Washington University Graduate School of Education and Human Development, "New Directions XIX." Featured speakers, **Superintendents Robert R. Spillane, Fairfax County, VA, Public Schools, and Franklin L. Smith, District of Columbia Public Schools,** will address "**Major Challenges Facing Urban and Inner City School Districts.**"

WHEN: Tuesday, September 20, 1994
6:00 - 7:00 p.m. Presentations
7:00 - 7:45 p.m. Reception (Cash bar)
8:00 - 9:00 p.m. Dinner

WHERE: The George Washington University
Marvin Center Elliott Room
800 21st Street, NW, Washington, D.C.
(Foggy Bottom Metro -- Orange and Blue lines)

COST: Dinner is \$23. Checks should be made payable to The George Washington University. Mail to Dr. John Rosser, GSEHD, 2134 G Street, NW, #125A, Washington, D.C. 20052.

For registration information, contact Dr. John R. Rosser, Graduate School of Education and Human Development, 202/994-1449.

Background:

In July 1991, Dr. Franklin L. Smith took the helm of the D.C. Public School System as its superintendent having previously served as superintendent of the Dayton, Ohio, public schools and as assistant superintendent in Petersburg, Virginia. A graduate of Virginia State University where he received his B.S. and M.Ed. degrees, Smith also holds an Ed.D. from Nova University.

Smith is credited with designing and implementing a systemic reform agenda to improve learning outcomes for DCPS students, enhancing and supporting school-based management and significantly reducing central office staff. He has established a program of choice within the school system by creating opportunities for charter schools, school-within-schools magnets and magnet schools. Under his direction, the District has strengthened and expanded its public-private partnership programs and has increased graduation requirements for all graduates to include algebra and a foreign language. Smith is also responsible for creating a staff development model that professionalizes the field of education and addresses the unique needs of urban learners.

Superintendent of Schools for the nation's 10th largest school system (Fairfax County (VA) Public Schools), Dr. Robert R. Spillane assumed his position in July 1985. During his tenure he has fostered and improved the system's national reputation for excellence--with nine out of 10 students matriculating; 90% of all seniors scoring well above average on college entrance exams, high student attendance, low dropout rates. He has instituted rigorous academic standards and expectations for all students, lengthened the school day for secondary students and introduced innovative programs for early primary children and a reading recovery program at selected schools. Spillane was instrumental in developing a teacher performance evaluation system with a merit pay component as part of a comprehensive teacher professionalization plan. He has also encouraged site-based management initiatives and greater accountability measures throughout the system.

A native of Lowell, Massachusetts, Spillane earned a B.S. degree from Eastern Connecticut University and an M.A. and Ph.D. from the University of Connecticut. He has previously served as superintendent of school systems in Glassboro, New Jersey, Roosevelt, New York, New Rochelle, New York, and Boston, Massachusetts. In 1978, he was appointed deputy state commissioner of education for elementary, secondary and continuing education by the New York Board of Regents.

The public colloquia presented by GW's Graduate School of Education and Human Development focus on major areas of education's challenges and opportunities by reaching out to alumni and the community, especially teachers and administrators of state and local school districts, faculty and students of schools of education, professional organizations, parents, students and others interested in and concerned about education.

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FOR IMMEDIATE RELEASE
September 15, 1994

CONTACT: Karen Sibert
202/994-9023

-- MEDIA ADVISORY --

**NANCY REAGAN TO BE FEATURED IN SEPTEMBER 20
FORUM ON FIRST LADIES OFFERED BY GW**

Unique course combines weekly panel discussions and personal appearances by presidential spouses Nancy Reagan, Barbara Bush, Rosalyn Carter and First Lady Hillary Rodham Clinton

EVENT: An in-person conversation with former First Lady Nancy Reagan. The first of four "Evenings with the First Ladies," a series of individual personal appearances by Nancy Reagan, Barbara Bush, Rosalynn Carter and, subject to availability, Hillary Rodham Clinton. The program is part of a unique 12-week course on "The President's Spouse" which examines the role of the First Lady in American history and politics. Also featured are weekly panel discussions with guest speakers.

WHEN: Tuesday, September 20
7:00 - 9:00 p.m.

WHERE: Stouffer Mayflower Hotel
1127 Connecticut Avenue, NW
Washington, D.C.
Farragut North Metro (Red line). Parking is available at 1725 DeSales Street, NW, at a cost of \$5.

Background:

In her early career, former First Lady Nancy Reagan worked as an actress in stage, film and television productions. During this time she met and married Ronald Reagan, who would become governor of California, and later president of the United States.

While First Lady of the United States, Reagan took on the special project of fighting drug and alcohol abuse among youth. She has traveled nearly 250,000 miles throughout the United States and several countries in conjunction with her campaign to fight substance abuse. In 1985, she expanded her efforts to an international level by hosting First Ladies from around the world at a two-day briefing in Washington, D.C., and Atlanta, Georgia, on the subject of youth drug abuse. That same year she played host to 30 First Ladies at a second international drug conference during the 40th anniversary of the United Nations. She was the first American First Lady to address the Third Committee of the United Nations General Assembly in October 1988.

After leaving the White House in 1989, Reagan established the Nancy Reagan Foundation to continue her campaign to educate the public about the serious dangers of substance abuse. Her work has commanded a number of awards including the United Cerebral Palsy Humanitarian Award and the Albert Schweitzer Leadership Award from the Hugh O'Brian Youth Foundation.

**MEDIA INTERESTED IN ATTENDING THE PERSONAL APPEARANCE BY
NANCY REAGAN SHOULD CONTACT KAREN SIBERT IN THE
GW PUBLIC AFFAIRS OFFICE, 202/994-9023.**

**NOTE: Due to an exclusive broadcast agreement,
no TV cameras will be admitted.**

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FOR IMMEDIATE RELEASE
September 15, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

**GW'S LISNER AUDITORIUM PRESENTS SCREENING OF "THE PIANO" AND
DISCUSSION WITH FILM CRITIC EDDIE COCKRELL OCTOBER 6**

**Lisner Weds Free Viewing of "The Piano" with Upcoming Oct. 12
Performance by Composer Michael Nyman**

EVENT: The George Washington University's Lisner Auditorium presents a free viewing of the Academy Award-winning film "THE PIANO."

Following the screening, there will be a discussion with film critic **EDDIE COCKRELL** to review the film and the score composed by **MICHAEL NYMAN**.

The program is offered as a preview event to **MICHAEL NYMAN**'s appearance at Lisner on October 12. Tickets for the Nyman concert are \$22, \$12 with GW ID and may be obtained from GW's Lisner Auditorium (202)994-6800 and GW's Marvin Center Box Office; all Ticket Master locations and PhoneCharge (202)432-SEAT or (301)808-6900; and Lammas and Lambda Rising Bookstores.

WHEN: Thursday, October 6, 1994 at 7:00 p.m.

WHERE: The George Washington University's Lisner Auditorium 21st and H Streets, NW, Washington, DC (Three blocks from Foggy Bottom metro.)

COST: Free and open to the public.

Background:

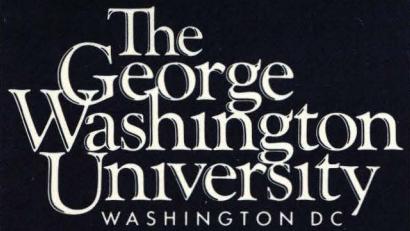
EDDIE COCKRELL is a film critic, researcher, programmer and public speaker who believes that the future of film and video exhibition lies in the creation of festivals and specialty programming that revives and enhances the movie-going experience by simultaneously entertaining and educating audiences.

Cockrell is currently the executive director of The Americas Film Festival Foundation, a nonprofit organization that brings new films from the Caribbean, Central America and South America to audiences in the United States. For 15 years, he served as the associate director of film programming for The American Film Institute (AFI) National Exhibition Programs, coordinating and presenting film and video series at the AFI's year-round repertory cinema at the Kennedy Center in Washington, D.C. He researched and wrote *Preview*, the monthly film schedule for the venue. Programs developed include a series of previously banned films from Romania, an ongoing weekly examination of new American Independent Cinema, a festival of contemporary German films and tributes to numerous film personalities (including John Cassavetes, Greta Garbo, Satyajit Ray, Fred MacMurray, Barbet Schroeder, Marlene Dietrich, Ken Russell and the gangster in film).

A Washington native, Cockrell holds a Bachelor of Arts degree in literature/cinema studies from The American University and has been on the adjunct faculty since 1990, teaching courses on the history of film and the crime thriller. From 1979 to 1989, he was film critic for WGMS radio in Washington, and, for a time, wrote the "Film Talk" column for *The Washington Post*.

A veteran of television and radio, Cockrell has appeared on the Panorama (WTTG), McLaughlin (CNBC) and Fox Morning News TV programs and served as an expert to numerous radio stations on the subjects of film and popular culture.

As a film specialist, he was involved with the "Filmmaking in America" project for the United States Information Agency from 1982 to 1989. In this capacity, he researched and wrote panels for the exhibit and accompanied it to Athens, Belgrade, Bucharest and Bratislava, where he trained the on-site tour guides and discussed the history of Hollywood with local media, academics and exhibit visitors.



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FOR IMMEDIATE RELEASE
Sept. 16, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Department of Music
(202) 994-6245

**WORLD PREMIERE OF STEVEN CAMPBELL HILMY'S
"SHIFTING THRESHOLDS" AT GW OCT. 24**

**GW Department of Music's Second Biennial Hutchinson Memorial
Composition Concert features new music by area composers**

EVENT: The George Washington University Department of Music presents the Second Biennial Hutchinson Memorial Composition Concert featuring new music by area composers, including a work by Steven Campbell Hilmy commissioned by the Department of Music especially for this occasion. The piece, entitled "SHIFTING THRESHOLDS," is scored for string quartet, piano, percussion, soprano and electronics.

Other works being performed include GW faculty member Jessica Krash's "STRING QUARTET" and "SONATA FOR CELLO AND PIANO;" GW alumna Ruth Hutchinson Calkins' "FOUR STRING TRIOS;" and GW alumnus and faculty member Steven Campbell Hilmy's "ICARUS FALLING" and "AMPLE MAKE THE BED."

WHEN: Monday, Oct. 24, 1994
7:30 p.m.

WHERE: Dorothy Betts Marvin Theatre
800 21st Street, NW
Washington, DC
(Two blocks from Foggy Bottom metro.)

COST: \$5, General Admission
\$3, Faculty/Staff
\$1, Students/Senior Citizens

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FOR IMMEDIATE RELEASE
Sept. 16, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Department of Music
(202) 994-6245

**GW'S UNIVERSITY SYMPHONY ORCHESTRA PRESENTS
FALL CONCERT OCT. 23**

**GW Department of Music presents the
University Symphony Orchestra
with**

William Wright, Conductor, and Matt Findley, Trumpet

EVENT: The George Washington University Department of Music presents the University Symphony Orchestra's fall concert with William Wright, conductor, and Matt Findley, trumpet.

The program will include Franz Schubert's "Symphony No. 5 in B-flat, D.485"; Ludwig van Beethoven's "Overture 'Namensfeier,'" Op.115; and Henry Purcell's "Trumpet Sonata in D" performed by Matt Findley.

WHEN: Sunday, Oct. 23, 1994
7:30 p.m.

WHERE: Dorothy Betts Marvin Theatre
800 21st Street, NW
Washington, DC
(Two blocks from Foggy Bottom metro.)

COST: Free and open to the public.

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FOR IMMEDIATE RELEASE
September 21, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

WEN HUI, AVANT-GARDE DANCER/CHOREOGRAPHER FROM BEIJING,
CHINA, TO PERFORM WITH VIDEO INSTALLATION --
"100 VERBS" AT GW OCTOBER 1

EVENT: The George Washington University presents WEN HUI, avant-garde dancer/choreographer from Beijing, China, performing "100 Verbs," a continuous 45-minute video and stage dance performance.

"100 Verbs" is choreographed and performed by WEN HUI, with set design by LIN XIAODONG, video production by WU WENGUANG, musical mix by AHRIN MISHAN and translation and interpretation by AMY WOLLERTON.

WHEN: Saturday, October 1, 1994
8:00 p.m.

WHERE: The George Washington University
Studio J Dance Theatre
2131 "G" Street, NW
Washington, D.C.

COST: Free and open to the public.
For more information, call (202)994-6577/(202) 994-8072.

Background:

WEN HUI is a dancer and resident choreographer of the Beijing Oriental Song and Dance Company of China. Her work has been performed extensively throughout China and in Japan, Korea, Hong Kong and Vietnam. She is in the forefront of creating contemporary dance in Beijing. In May 1994, she toured France and Belgium with XI Ju Che Jian avant-garde Theater Company, performing "File O" by Mou Sen. Wen Hui's first performance in Washington, D.C. includes portions of the video of Wun Wenguang, entitled "1966: My Time in the Red Guards."

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FOR IMMEDIATE RELEASE
September 26, 1994

CONTACT: Karen Sibert
202/994-9023

-- MEDIA ADVISORY --

**GW COURSE ON "THE PRESIDENT'S SPOUSE" LOOKS AT THE EFFECT
OF 60S AND 70S CULTURE ON ROLE OF FIRST LADY SEPT. 28**

EVENT: Week three of a 12-week course on "**The President's Spouse**," which looks at the role of the First Lady in American history and politics. The featured topic is "A Time of Change," a look at the period from 1961 to 1976 when social and political forces reshaped the role of the First Lady. The tenures of Jacqueline Kennedy, Lady Bird Johnson, Pat Nixon and Betty Ford will be examined.

Scheduled panelists are:

Susan Ford Bales, daughter of Betty Ford
Linda Bartlett Hobgood, family friend and staff member to Pat Nixon
Luci Baines Johnson, daughter of Lady Bird Johnson
Melody Miller, Kennedy family spokesperson

WHEN: Wednesday, September 28, 1994
8:00 - 10:00 p.m.

WHERE: Stouffer Mayflower Hotel
1127 Connecticut Avenue, NW
Washington, D.C.
Farragut North Metro (Red line). Parking is available at 1725 DeSales Street, NW at a cost of \$5.

COST: \$375 for 12-week course

Background:

Course instructor Carl Sferrazza Anthony is a leading expert on American First Ladies. A graduate of The George Washington

University (BA '82), he is the author of the two-volume political and social history, "First Ladies: The Saga of the Presidents' Wives and Their Power, 1789-1991," the first comprehensive look at the subject and only media project on which the First Ladies from Jacqueline Kennedy Onassis to Barbara Bush have cooperated.

Renowned for his expertise and scholarship, Anthony has served as a special consultant to the Smithsonian Institution's newly reconceptualized First Ladies exhibit. In 1985-86, he was a speechwriter for First Lady Nancy Reagan. He has also served as the official chronicler for three Presidential Inaugural Committees and was a special consultant to the White House Preservation Fund. His articles have appeared in *The Washington Post*, *The New York Times*, *The Los Angeles Times*, *Town and Country*, *Vanity Fair* and elsewhere, and he has appeared as a guest commentator on NBC, ABC, CBS, CNN and PBS.

**MEDIA INTERESTED IN COVERING SEMINARS SHOULD CONTACT
KAREN SIBERT IN THE GW PUBLIC AFFAIRS OFFICE, 202/994-9023.**

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FOR IMMEDIATE RELEASE
September 27, 1994

MEDIA CONTACT: Karen Sibert
202/994-9023

PUBLIC CONTACT: Suzanne Stephenson
202/994-6240

**RUSSIAN DEPUTY FOREIGN MINISTER TO SPEAK ON RUSSIA/U.S. RELATIONS
AT GW'S ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS SEPT. 29**

**Dr. Yuri E. Mamedov will analyze September summit between
Presidents Yeltsin and Clinton in University forum**

EVENT: Russian Deputy Foreign Minister for North America Dr. Yuri E. Mamedov will discuss "Russian-American Relations: The September Summit and Beyond" in an address sponsored by the Institute for European, Russian and Eurasian Studies and the Russian and East European Studies Program of The George Washington University and the Washington Chapter of the American Association for the Advancement of Slavic Studies.

A reception will follow.

WHEN: Thursday, September 29, 1994
10:00 a.m. - 11:30 a.m.

WHERE: The George Washington University
Marvin Center Room 403
800 21st Street, NW
Washington, D.C.

COST: Free and open to the public.

Background:

President Yeltsin appointed Yuri Mamedov to the key position of deputy foreign minister for American affairs soon after the short-lived coup attempt in August 1991. He has served with the Ministry of Foreign Affairs for 15 years and is credited with helping to shape Moscow's new approaches to Soviet-American relations. In his present capacity, he oversees Russia-U.S. relations with an emphasis on issues of strategic stability and general policy.

- 2 -

Mamedov's extensive academic and diplomatic background includes several years at the Institute of U.S.A. and Canada in Russia. He holds a Ph.D. in political science and has authored a number of books and articles on Russia-U.S. relations. He is in Washington leading a team of Russian negotiators in a discussion with their counterparts at the White House and State Department.

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FOR IMMEDIATE RELEASE
September 27, 1994

CONTACT: Karen Sibert
202/994-9023

PRESIDENT OF URUGUAY TO RECEIVE GW'S HIGHEST HONOR SEPT. 30

**GW President Stephen Joel Trachtenberg to present
His Excellency Dr. Luis Alberto Lacalle with President's Medal**

EVENT: Presentation of The George Washington University President's Medal to **His Excellency Dr. Luis Alberto Lacalle**, president of Uruguay.

Reception to follow.

WHEN: Friday, September 30, 1994
3:00 p.m.

WHERE: The George Washington University Marvin Center
Third Floor
800 21st Street, NW, Washington, D.C.
Foggy Bottom/GWU Metro - Orange and blue lines

Background:

A career diplomat, Luis Alberto Lacalle was elected to the presidency of the Oriental Republic of Uruguay in 1989 and took office early the following year. He is widely credited as the architect of free-market reforms which are transforming the country from its previous position as a social welfare state.

Lacalle is a lawyer, graduated from the Faculty of Law and Social Sciences of Montevideo. He was elected senator of the Republic in 1984.

The GW President's Medal is the highest honor bestowed by the president of the University. Established in 1988, the medal

recognizes the significant contributions of an individual. Previous recipients include Vaclav Havel, president of the Czech Republic; Gilbert Grosvenor, president, National Geographic Society; Chong-kuk Sohn, president of Kyonggi University, Seoul and Suwon Korea; Abba Eban, former Israeli foreign minister; Walter Cronkite, distinguished journalist; and Terry Michael Duncan (posthumously), GW law school graduate killed during October 1993 uprising in Moscow.

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FOR IMMEDIATE RELEASE
September 28, 1994

MEDIA CONTACT: Karen Sibert
202/994-9023
PUBLIC CONTACT: Beth Castronovo
202/973-1103

GW PRESENTS CONFERENCE ON PRIVATE SCHOOL LEADERSHIP
OCTOBER 21-23

EVENT: Two-and-a half day **Private School Leadership Conference** presented by The George Washington University.

Speakers include:

Joyce McCray, executive director, Council for American Private Education

Jim Ledyard, headmaster, Ravenscroft School (Raleigh, NC)

David Mallery, director of professional development, National Association of Independent Schools

Mary Moss, Institutional Development Program leader

Joseph Procaccini, professor of management and education, Loyola College

Peter Smith, dean, Graduate School of Education and Human Development, The George Washington University

WHEN: October 21 - 23, 1994
8:15 a.m.

WHERE: Loew's L'Enfant Plaza Hotel
480 L'Enfant Plaza, SW
Washington, D.C.

COST: \$495 includes two luncheons, conference materials and coffee breaks. Space is limited; early registration is recommended.

Background:

Designed for educators who hold or plan to seek leadership positions in private schools, this conference blends the theoretical with the practical, providing an orientation to the nature of leadership. It emphasizes moral, personal and human dimensions and analyzes the imperatives of strategic planning,

finances and institutional advancement to present a fully developed philosophy of leadership which can inform and guide day-to-day decisions. Participants will have an opportunity to interact with educational policymakers at the national level.

Panelists include individuals from Independent Educational Services, Education Group and the Council for American Private Education. Session topics will cover care-giving leadership, school governance and board relations, public policy, teaching standards, career planning and decisionmaking, among others.

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FOR IMMEDIATE RELEASE
September 28, 1994

CONTACT: Michael Freedman
or Karen Sibert
202/994-6460

GW TO PRODUCE NEW NATIONAL DAILY RADIO FEATURE, "THE TRAVEL MINUTE"

Unique syndicated program to premiere January 1995

WASHINGTON -- The George Washington University has announced that it will produce a national daily radio feature called "The Travel Minute." The program will air in syndication in markets across the country beginning January 2, 1995. "The Travel Minute," sponsored by the Mobil Travel Guide, will be a daily summary of travel reports designed to inform listeners of various destinations and to keep them abreast of news and developments in all segments of the travel industry.

With Americans continuing to travel in record numbers, there is an increasing demand for information on travel-related issues and industry developments. This new programming will provide a unique angle on business and leisure destinations with the latest news on airlines, hotels, resorts, auto rentals, frequent flier programs, commuter jet schedules, marketing trends and consumer interests.

"The Travel Minute" is a community service project of GW's International Institute of Tourism Studies (IITS) within the School of Business and Public Management. The program is produced by **Sheryl E. Spivack**, associate director of the Institute, and **Ken Robinson**, a veteran network radio producer and travel correspondent who will also serve as host of the show. **The broadcast will be the first of its kind to be affiliated with a recognized institute of the World Tourism Organization.**

"GW's International Institute of Tourism Studies is uniquely positioned for the efficient collection and dissemination of travel information," says **Stephen Joel Trachtenberg**, president of The George Washington University. "'The Travel Minute' is a natural extension of the type of activities that the IITS has been involved in for years."

For more information on "The Travel Minute," contact **Sheryl Spivack** of The George Washington University's International Institute of Tourism Studies at 202/994-7047.

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FOR IMMEDIATE RELEASE
September 30, 1994

Contact: Sam Silverstein
(202) 994-1423
Carol Anne Chait
(202) 994-3273
(800) 424-9773

**GW'S CONTINUING ENGINEERING EDUCATION PROGRAM
TO INAUGURATE CENTER FOR ORGANIZATIONAL EFFECTIVENESS
WITH SPECIAL TELECAST AND RECEPTION OCTOBER 11**

EVENT: The George Washington University officially opens the Center for Organizational Effectiveness. A special telecast, "Achieving Organizational Effectiveness: Facing the New Realities," will be followed by a reception.

WHEN: Tuesday, October 11, 1994
Telecast: 11 a.m.
Reception: 3-4:30 p.m.
(RSVP to Carol Anne Chait, (202) 994-3273 or
(800) 424-9773.)

WHERE: The George Washington University
Washington, D.C.
(Foggy Bottom Metro, Blue and Orange lines)

Telecast:
Academic Center, Room T-308
801 22nd Street, NW
Reception:
GW University Club, Marvin Center, Third Floor
800 21st Street, NW

Background:

The Center for Organizational Effectiveness at The George Washington University was founded to help organizations improve their effectiveness and efficiency in this age of global competition, and to manage the change that has become imperative to remaining competitive. A sister entity to the Continuing Engineering Education Program, the Center combines a 27-year-old program of management and technical short courses with specialized resources and services for private and public organizations as well as local and federal government. Building on an established foundation in quality management training, the Center provides its clients with a comprehensive package for improvement that includes a combination of dynamic training, site-specific services, cutting-edge research and ongoing support.

The Center's close relationship to the Continuing Engineering Education Program allows it to tap into technical course offerings and the expertise of technical instructors. The two entities offer more than 350 open-enrollment workshops each year that allow executives, managers and personnel from industry and government to benefit from the latest developments in organizational change, management and technology. The Center's network of site-specific resources and support services then helps clients integrate what they have learned into the corporate culture.

The Center for Organizational Effectiveness' multifaceted approach is designed to ensure that private, public and government organizations worldwide will be highly competitive externally as well as strongly compatible internally. The Center can help clients realize tangible outcomes including increased productivity, customer satisfaction, sales, and profits, and greater cooperation between managers and employees. It can also equip organizations with the ability to develop plans for imaginative organizational change and effectiveness, to improve communication among employees at all levels of the organization, and to develop a clear organizational vision of mission, corporate values, philosophy and long-term strategy.

The GW Center for Organizational Effectiveness was founded by Robert P. Reid, who also serves as its director. Reid is an internationally-recognized authority on organizational change and has worked with non- and for-profit organizations, governmental and non-governmental groups, and manufacturing and service companies. He has over 25 years of experience presenting seminars on effective organizations and has appeared at 14 colleges and universities and addressed audiences in 17 countries.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.